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A bellwether is a *leader*; they analyze their landscape, anticipate next steps and redirect their team to ensure the *best* possible outcome.



Angela Minicuci, APR She/Her
Accredited Public Relations Professional, Crisis Communication Certified



- Bellwether Public Relations
- Michigan State University

Lansing, Michigan, United States · [Contact info](#)

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About

Angela Minicuci is an accredited public relations professional in Lansing, Michigan with experience and proven success in media relations, social media, creative design, and stakeholder and community engagement.

...

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Featured

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Martin Waymire PR firm gets a new name, branding
Crain's Detroit Business

LANSING — Martin Waymire, a 20-year-old Lansing-based public relations and advocacy business, is rebranding as Bellwether Public Relations.

Link



Martin Waymire New Owners Honored as Crain's Detroit 40...
Martin Waymire

LANSING, Mich. — Crain's Detroit Business has recognized three Martin Waymire staffers in its 40 Under 40 class of 2021. Josh Hovey, APR, Angela Minicuci, APR, and Andie Poole...

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Angela Minicuci, APR · 3rd+
Accredited Public Relations Profession...

...



Angela Minicuci, APR
Accredited Public Relations Profession...


3mo • Edited •

At a time when storytelling is vital to the continuation of so many important services and programs, make sure you're prepared. ...more

B

Bellwether Public Relations
1,422 followers

Whether you're on camera or at the mic, confidence starts with preparation. Join us on June 16 for Bellwether Academy: ...more



22 • 1 repost


7mo •

What a year it has been

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Bellwether F
1,422 followers

As 2024 comes to a c
what has been an incr
Public Relations. Here



11

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Experience

- B

Bellwether Public Relations
6 yrs 1 mo


Partner
Full-time
Jan 2022 - Present • 3 yrs 7 mos


Vice President
Full-time
Jun 2021 - Dec 2021 • 7 mos





Martin Waymire Founders Retiring, New Owners Announced
Martin Waymire, a full-service public relations and digital marketing firm with a focus on public policy,...


Senior Account Executive
Jul 2019 - Jun 2021 • 2 yrs













Communications Director
Michigan Department of Health & Human Services
Sep 2014 - Jul 2019 • 4 yrs 11 mos

Public Information Officer
Michigan Department of Community Health
Aug 2011 - Sep 2014 • 3 yrs 2 mos



Communications Coordinator
Michigan Association of Counties
Apr 2010 - Aug 2011 • 1 yr 5 mos




Public Relations Intern
Delta Dental of Michigan
Feb 2010 - Apr 2010 • 3 mos

Show all 10 experiences →

https://www.linkedin.com/in/angelaminicuci/

2/7

Education




Michigan State University
BA, Communication with a specialization in Public Relations
2006 - 2009
Activities and societies: Public Relations Student Society of America, Relay For Life

- Undergraduate Teaching Assistant 2007-2009
- Communications Research Assistant 2008

Sterling Heights High School
2002 - 2006
Activities and societies: Warren Consolidated School of Performing Arts, Sterling Heights High School Women's Track, National Honor Society,...

Licenses & certifications



Crisis Communication Certified
Public Relations Society of America (PRSA)
Issued Dec 2019

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Accreditation in Public Relations
Public Relations Society of America (PRSA)
Issued Sep 2018

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Volunteering

President, Advisory Board, Marketing and Promotions
Peppermint Creek Theatre Company
Jan 2011 - Present · 14 yrs 7 mos
Arts and Culture

Peppermint Creek Theatre Company (PCTC) strives to produce contemporary theatre that addresses vital issues in our society, raises...




PACE Awards Sponsorship Chair, APR Co-Chair
Central Michigan Public Relations Society of America (CMPRSA)
Jan 2010 - Dec 2023 · 14 yrs


Central Michigan PRSA is one of more than 100 Public Relations Society of America (PRSA) chapters throughout the United States. PRSA is the...


Show all 5 volunteer experiences →

Skills




Public Relations

 Endorsed by Robert Kolt and 17 others who are highly skilled at this

 Endorsed by 4 colleagues at Bellwether Public Relations

 99+ endorsements

Media Relations

-  Endorsed by Ari B. Adler and 5 others who are highly skilled at this
-  Endorsed by 3 colleagues at Bellwether Public Relations
-  99+ endorsements


Show all 24 skills →

Recommendations

Received Given

- 

MoReno Taylor II
Leading Political Strategist with Extensive Program Management Experience
April 28, 2014, MoReno worked with Angela but on different teams

I had the pleasure of working with Angela at MAC. She is a wonderful coworker and team player! She was always willing to step in and help when the rest of the team was over-loaded. She has a great work-ethic and always met deadlines, despite numerous obstacles. I'd recommend her to anyone.
- 


Erica Zazo
Freelance Outdoor + Travel Writer, Community Organizer & Urban Nature Advocate 🌲🏡🇺🇸
May 28, 2013, Erica worked with Angela but they were at different companies

Angela volunteered her time to act as my Health Communications mentor during my 2012-2013 school year at Michigan State University. During our mentorship period, Angela met with me on a montly basis to guide, teach and help me learn more about health communications, public relations and life as a professional. I appreciated her personal commitment to helping me in my growth as a PR student at Michigan State University. Angela is a driven, passionate and self-less individual who has helped me in so many ways throughout the time she has been...


Show all 10 received →

Honors & awards

- 40 Under 40**
Issued by Crain's Detroit Business · Nov 2021

 Associated with Martin Waymire

Since 1991, Crain's Detroit has recognized the young leaders taking the region to new heights. This cohort of luminaries, now numbering about 1,200 people,...
- PACE Maker of the Year**
Issued by Central Michigan Public Relations Society of America · May 2021


 Associated with Martin Waymire

The PACE Maker is the top individual practitioner award given by the Central Michigan Public Relations Society of America. Winners are nominated by their...

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yanet perez ✓

Registered Nurse at MercyOne

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Kendra Kundert

Registered Oncology Nurse

Connect



Jayvee Molas

Registered Nurse at MercyOne

Connect



Camryn Shaw ✓

Registered Nurse at MercyOne

Connect

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